

marie claire

Black Pound Day: The luxury Black-owned businesses to shop



SARAH-ROSE HARRISON
AUGUST 28, 2020 6:07 PM



On 25th May, [George Floyd](#), an unarmed black man, was killed by a white police officer, leading to global protests in support of the [Black Lives Matter](#) movement and to remember the many lives tragically lost. On the 23rd August [Jacob Blake](#) was shot seven times by police in Wisconsin in front of his children and he remains in hospital in a critical condition. Protests against his shooting have taken over states and sports with the NBA, WNBA and tennis champion Naomi Osaka all protesting and either refusing to play or forfeit the season.

Online, people have been asking how they can champion equality beyond the little black squares of [#BlackOutTuesday](#) everyone shared in May, and while there is so much we can do, from educating ourselves to donating to worthy causes, one option is to put our money where our mouths are and support black-owned fashion brands and designers.

New York based Aurora James, founder of [Brother Vellies](#), explained back in May on Instagram, that ‘so many of your businesses are built on Black spending power. So many of your stores are set up in Black communities. So many of your sponsored posts are seen on Black feeds. This is the least you can do for us. We represent 15% of the population and we need to represent 15% of your shelf space.’

Aurora James is asking that big retailers in the US to pledge 15% of their shelf space to black-owned brands (click to [sign the petition to support here](#)), and with 21% of black-owned businesses thinking they won’t survive the economic impact of the ongoing pandemic, there’s never been a better time to show your support.

Inspired by the [Black Lives Matter](#) movement, **Black Pound Day** was masterminded by Swiss, former So Solid rapper, to champion Black-owned businesses and support the growth of the UK Black economy. The first took place on 27 June and the next is the 5th September.

The initiative aims to make UK shopping habits more inclusive by encouraging everyone to buy products and services from Black-owned businesses to continue the fight against racial inequality. [Black-owned businesses](#) are four times less likely to receive bank loans, credit cards and overdrafts. This institutional lack of access to capital means that black businesses are more likely to fail than their white counterparts, but together we can change this.

With that in mind, here are some incredible black-owned fashion brands to shop and support on Black Pound Day and beyond...

emefacolejewellery
934 followers

View Profile

[View More on Instagram](#)

135 likes

emefacolejewellery

Challenge accepted @rgarrahan @annabel_davidson_yeah

My beautiful Queens, sisterhood is everything 🤝💕🥰

[#womensupportingwomen](#) [#womenliftingwomen](#)
[#womenempowerment](#)

[view all 29 comments](#)

Add a comment...